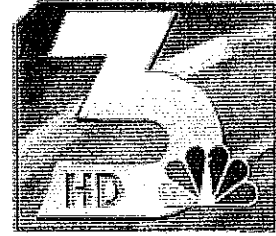


**ORDER**

KSNV

**Orders**  
**Order / Rev:** 105171  
**Alt Order #:** 06839014  
**Product Desc:** Issue  
**Estimate:** 1565  
**Flight Dates:** 08/07/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/07/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave.  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Patriot Majority  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:08:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	56	\$63,875.00	\$54,293.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$63,875.00	\$54,293.75	0.00
<b>Totals</b>	<b>56</b>	<b>\$63,875.00</b>	<b>\$54,293.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	32%	\$63,875.00
Market	100%	\$199,609.38

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,882.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,929.69
KTUD	1%	\$1,996.09
KVVU	15%	\$29,941.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,984.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner	M	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/07/12	08/13/12	M--WT--S		3		\$150.00		0.00					

Order / Rev: 105171  
 Alt Order #: 06839014  
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1565

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S					3	\$150.00		0.00			
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WT--S					1	\$200.00		0.00			
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$400.00		0.00			
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$400.00		0.00			
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					4	\$400.00		0.00			
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$350.00		0.00			
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	M-WTFSS	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTFSS					4	\$1,000.00		0.00			
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-					1	\$650.00		0.00			
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$500.00		0.00			
E 10	KSNV	08/07/12	08/13/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$1,000.00		0.00			
E 11	KSNV	08/14/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 12	KSNV	08/14/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$325.00		0.00			
E 13	KSNV	08/14/12	08/14/12		CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

Order / Rev: 105171  
 Alt Order #: 06839014  
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1565  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News Noon News NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$425.00 0.00															
E 14	KSNV	08/14/12	08/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$425.00 0.00															
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$325.00 0.00															
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 4 \$700.00 0.00															
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,000.00 0.00															
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$1,000.00 0.00															
E 20	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 2 \$1,000.00 0.00															
E 21	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$1,000.00 0.00															
E 22	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 6 \$1,000.00 0.00															
E 23	KSNV	08/12/12	08/12/12	Chris Matthews 9:30AM GM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S 1 \$500.00 0.00															
E 24	KSNV	08/14/12	08/14/12	Dr. Phil Dr Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$450.00 0.00															
E 25	KSNV	08/07/12	08/13/12		CM	4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00

Order / Rev: 105171  
 Alt Order #: 06839014  
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1565

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$600.00 0.00															
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$600.00 0.00															
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$700.00 0.00															
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$700.00 0.00															
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	3	0.00	NM	4	\$24,000.00
2012 SUMMER OLYMPICS: PRIME COVERA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTFSS 4 \$6,000.00 0.00															
E 32	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 2 \$1,400.00 0.00															
E 33	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,400.00 0.00															
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$4,000.00 0.00															
N 35	KSNV	08/13/12	08/13/12	Early Today Early Today	CM	4-430am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 M----- 1 \$175.00 0.00															
													Totals	56	\$63,875.00